

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

For: **PROVIDING CUSTOMIZED MEDIA AT PHYSICAL POINT OF SALE**

SUPPLEMENTAL REPLY TO OFFICE ACTION

Mail Stop AMENDMENT
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

This Supplemental Reply follows the Reply mailed on April 24, 2010, and is responsive to the Office Action mailed on November 24, 2009, in connection with the above-identified application.

If any additional fees are required for this Reply, Applicant requests that this be considered a Petition therefor. The Commissioner is hereby authorized to charge any additional fees that may be required for the timely consideration of this Amendment under 37 C.F.R. §§ 1.16 and 1.17, or credit any overpayment, to Deposit Account No. 09-0528.

Amendments to the Claims are reflected in the listing of claims, which begins on page 2 of this paper.

Remarks begin on page 18 of this paper.